

**Marketing:**  
**Organizational Leadership**  
**Course Code # 5019**  
**½ Credit \_\_\_\_\_ 1 Credit \_\_\_\_\_**

School Year \_\_\_\_\_

Term: \_\_\_\_ Fall \_\_\_\_ Spring

Standards to be completed for ½ credit are identified with one asterisk (\*).  
 Additional standards for 1 credit are identified by two asterisks (\*\*).

Student:	Grade:
Teacher:	School:
# of Competencies in Course: ½ credit = 30, 1 credit = 38	
# of Competencies Mastered:	
% of Competencies Mastered:	

**\*Standard 1.0 The student will evaluate the leadership techniques used by organizations to increase profitability.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Examine methods for developing teamwork			
1.2	Compare and contrast the advantages and disadvantages of delegating responsibilities			
1.3	Assess the importance of employee training programs			

**\*Standard 2.0 The student will evaluate the roles of leadership in an organization.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Distinguish the functions of organizational leadership			
2.2	Examine the levels of leadership within an organization			
2.3	Analyze the various management styles			

**\*Standard 3.0 The student will explore the interpersonal skills needed for developing leadership relationships.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Analyze the importance of interpersonal skills			
3.2	Examine techniques for problem-solving			
3.3	Assess the importance of teamwork in leadership			

**\*Standard 4.0 The student will apply the skills needed to communicate effectively.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Assess the importance of effective communication skills			
4.2	Analyze appropriate technology used to facilitate communication			
4.3	Appraise the various skills leaders need for positive communication			

**\*\*Standard 5.0 The student will assess cultural diversity and equity issues as they relate to organizational goals.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Examine the various components involved in distinguishing cultural differences			
5.2	Analyze the impact of cultural differences in the workplace			
5.3	Evaluate equity requirements in employment			

**\*\*Standard 6.0 The student will examine the legal issues relating to management responsibilities.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Examine the laws and regulations affecting the management of employees			
6.2	Analyze management's legal responsibilities to the consumer			

**\*\*Standard 7.0 The student will evaluate career plans and employability skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Analyze abilities, interests, and values in developing a career plan			
7.2	Compare the levels of management			
7.3	Analyze the major competencies needed to succeed in marketing/management			

**\*Standard 8.0 The student will demonstrate organizational and leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Demonstrate a knowledge of DECA			
8.2	Utilize critical thinking in decision-making situations			
8.3	Compare and integrate personal characteristics needed in leadership situations			

**\*Standard 9.0 The student will demonstrate an understanding of the importance of academic integration in Organizational Leadership.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Generate original ideas based on previous knowledge and research			
9.2	Utilize proper grammar in leadership activities			
9.3	Use advanced publication methods			
9.4	Perform mathematical calculations used by managers			
9.5	Allocate and measure time needed for tasks			
9.6	Design a statistical study/survey. Calculate and graph survey results			
9.7	Discuss social responsibility in business			
9.8	Evaluate laws that regulate business			
9.9	Educate the public on environmental and health issues			
9.10	Evaluate leadership at different levels of management			
9.11	Assess personality traits in successful leaders			
9.12	Examine computer applications in marketing			
9.13	Discuss functions of basic pieces of computer hardware			
9.14	Discuss the future of technology in marketing			
9.15	Distinguish technological trends in organizational leadership			

Additional comments:

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